



TV Player Mobile Application

Quick Take

At a glance

Industry:

- Broadcasting
- Mobile Payments

Solutions:

- OpenMarket Charge To Account Gateway
- OpenMarket Network Lookup Gateway
- OpenMarket Bulk SMS

Benefits:

- The first use in the UK of in-app billing by a household name
- Drives new mobile billing revenues in conjunction with a trusted brand
- No development work required by mobile network operators

With more and more consumers enjoying entertainment on the go, the combination of the Virgin Media Player service and OpenMarket's direct billing capability provides mobile subscribers with a quick and easy way to consume TV content whenever they wish.

OpenMarket Drives In-App Billing for the Virgin Media TV Player Mobile App

Following the success of its mobile internet video player offering, Virgin Media has developed a mobile application designed to give subscribers the ability to view its 'catch up' TV service on smartphones on a per minute charge basis using in-app billing from OpenMarket.

The application

Charging will be on a prepay basis available on any UK mobile network, with users purchasing a time-based pass from within the application which can be used to watch over 60 hours of the latest VoD shows from Virgin Media. Content is streamed the handset's video player and can be paused, re-wound, fast-forwarded and resumed whenever the viewer chooses.

Virgin Media have opted to use Direct to Mobile (D2M) billing for the purchasing of passes. The key driver for this choice is the simplicity of mobile payment above alternative methods which would require the user to enter more information to make a purchase.

The application has been developed for Nokia, RIM, Symbian and Apple devices. Virgin Media have deals in place with Nokia for the application to be preloaded onto new handsets like the N8 and C7 throughout 2011. An Android version will soon be available too.

Billing features

OpenMarket is the billing partner for this project and the in-app charging mechanism makes use of a bespoke billing system designed and implemented by Virgin Media and OpenMarket called **Customer, Pass Purchase and Subscriptions (COPPS)**.

COPPS provides typical billing functionality with Virgin Media's content partners, as well as Network Look up, Geo-Blocking and Customer Care integration functionality. In order to enable mobile charging, Virgin Media uses OpenMarket's MSISDN passing and direct billing capabilities to give the best possible user experience as follows.

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The quality of OpenMarket's solutions and the professionalism and dedication of its team were essential to the great success of this project

Rob Wells, Head of Mobile Products & Services, Virgin Media

Benefits of this solution

In-App billing infrastructure enables a content provider to carry out cross-network billing, collect single payments and recurring subscriptions. It can easily be integrated into future applications and Virgin Media is already planning the launch of a Music Player application which also allows in-app purchases of new music singles.

OpenMarket is driving new mobile billing revenues in conjunction with a trusted brand such as Virgin Media. In-app billing requires no development work by mobile network operators as existing technology is used. OpenMarket has control over the SMS receipt so the user will be informed of exactly how much they have been charged. The payment screens follow the Payforit model, which is the standard set by UK network operators for on and off-portal charging.